

Message Text

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15

ORIGIN EB-11

INFO OCT-01 EA-11 ADP-00 COME-00 RSC-01 /024 R

DRAFTED BY EB/OCA/BR:RCSCISSORS:JLS

8/30/73 EXT. 20669

APPROVED BY EB/CBA:DMSEARBY

EB/OCA/BR:RASWART

EA/EP:RLWHITE

----- 115722

R 312057Z AUG 73

FM SECSTATE WASHDC

TO AMEMBASSY CANBERRA

AMEMBASSY TOKYO

UNCLAS STATE 174330

E.O. 11652: N/A

TAGS: BEXP

SUBJECT: FY 1974 COMMERCIAL OBJECTIVES

REF: (A) STATE 128397; (B) STATE 167606

1. AS STATED REFTEL B, STATE/COMMERCE THANK POSTS FOR THEIR RESPONSES TO REFTEL A. WE APPRECIATE TIME AND EFFORT POSTS HAVE DEVOTED TO DEVELOPING WHAT WE HOPE WILL BE USEFUL PROGRAMMING TOOL.

2. FOR STATEMENTS OF FY1974 COMMERCIAL OBJECTIVES TO HAVE MAXIMUM UTILITY IT IS DESIRABLE THAT THEY BE AS PRECISELY FOCUSED AS POSSIBLE. WE WOULD HOPE THAT OBJECTIVES COULD BE CLOSELY LINKED TO TARGET INDUSTRIES. MEANS TO ACHIEVE THESE OBJECTIVES WOULD ENCOMPASS ENTIRE RANGE OF COMMERCIAL ACTIVITIES (TRADE CENTER SHOWS, FAIRS, EXHIBITS MAJOR TRADE OPPORTUNITIES, ADS), REPRESENTATIONS, AND BILATERAL NEGOTIATIONS. AT SAME TIME, WE RECOGNIZE MEANS AVAILABLE TO ACHIEVE OBJECTIVE WILL VARY APPRECIABLY FROM POST TO POST.

3. WE THEREFORE ASK ADDRESSEE POSTS TO REVIEW THEIR
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RESPONSES TO STATE 128397 AND, WHERE POSSIBLE, TO MAKE

OBJECTIVES AND MEANS MORE EXPLICIT. AS EXAMPLE OF TYPE OF SHARPLY FOCUSSED RESPONSES WE ARE SEEKING, WE ARE REPEATING TO YOU HONG KONG 7103. PLEASE STATE OBJECTIVES

AND ACTIONS AS SPECIFICALLY AS POSSIBLE, AVOIDING SUCH GENERALIZATIONS AS "PROMOTE U.S. INVESTMENT," WHICH ARE NOT SUFFICIENTLY CONCRETE TO PROVIDE OPERATIONAL GOALS.

4. DEPARTMENT WOULD APPRECIATE POSTS' RESPONSES WITHIN 30 DAYS OF RECEIPT OF THIS CABLE. ROGERS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 31 AUG 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: RCSCISSORS:JLS
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t1973082/aaaaaauv.tel
Line Count: 71
Locator: TEXT ON-LINE
Office: ORIGIN EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: (A) STATE 128397; (B) STATE 167606
Review Action: RELEASED, APPROVED
Review Authority: smithrj
Review Comment: n/a
Review Content Flags:
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Review Event:
Review Exemptions: n/a
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Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
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Secure: OPEN
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Subject: FY 1974 COMMERCIAL OBJECTIVES
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Type: TE
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